

Applicant's amendment and remarks (mentioned above) are fully responsive to the final rejection dated 4-19-2007. However, in a telephone interview initiated by Applicant to discuss the examiner's amenability to amendment final rejection, Examiner Ortiz queried whether the claims would read upon the bookmark function of a conventional web browser.

The claims are patentably distinguished from bookmarks for various reasons. And, to aid in the accurate and efficient examination of this application without unnecessary delay, Applicant submits the following preemptive arguments. These are based upon information and belief as to conventional bookmark technology, but subject to correction where needed if the actual technology should differ from this belief.

Basically, in surfing the worldwide web, the term "bookmark" refers to a web page location (i.e., Uniform Resource Locator, or "URL") stored for quick access used by a web browser. Only after a user navigates to a given web page of interest can the user command the web browser to create a bookmark. Later, the user can select the earlier-created bookmark in order to instruct the web browser to return to the page of interest. This provides a shortcut of sorts for the user to quickly reach the page of interest.

Taking claim 1 as an example, the claimed invention is clearly distinguished from bookmarks. For instance, bookmarks do not perform "adding a selection mechanism to the displayed results list [a list of items of search results arising from a search query], the selection mechanism programmed to receive user input identifying one or more items of search results from among the displayed results list" as claimed. Known bookmark technology does not add a selection mechanism to displayed search results. Instead, lacking this selection mechanism, the bookmark user must individually navigate to each desired web page, and once the web browser has reached the desired web page, the user instructs the web browser to create a bookmark for that page. This process must be repeated for each desired web page.

Bookmark technology further lacks "responsive to the browser receiving user input via the selection mechanism [which has been added to the displayed

results list], the browser preparing a search cart list including the identified items of search results." Instead of using a selection mechanism added to the displayed results list, the bookmarks user must navigate to each web page of interest and then activate a menu command of the browser (or use a keyboard shortcut) to create a bookmark for that web page. Therefore, conventional web browsers do not have any concept of "receiving user input via the selection mechanism..." as claimed. In no case does a bookmarks user operate a selection mechanism added to the displayed results list. Rather, the bookmarks user must operate the browser to individually navigate to each desired web page before a bookmark can be created for that web page.

If any fees are required by this submission, an appropriate fee submittal sheet is enclosed herewith. If fees are required yet this sheet is inadvertently missing, or the fees are incorrect in amount, please charge the charge the required fees (or credit any overpayment) to Deposit Account No. 07-1445.

Respectfully Submitted,



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